

Appl. No. : 09/940,376  
Filed : August 27, 2001

### REMARKS

The Examiner has rejected Claims 1-21 as anticipated by or obvious over U.S. Patent No. 6,515,656 to Wittenburg et al.

In view of this rejection, the independent Claims 1, 4, 7, 10, 13, 16, and 19 have been amended to state that the time interval during which a set of images is displayed "is altered while displaying product images." In Wittenburg, the display proceeds at a fixed rate. No change in update rate is suggested. As explained in the text of the present specification as filed at the bottom of page 28 through the top of page 29, one use for this feature is to display an initial set of images for a longer time, and update the images at a shorter time interval than the initial update in subsequent deletion and new image display cycles. This allows the user to get familiar with a full displayed image set for a sufficient period of time, but speeds the update process after this initial period.

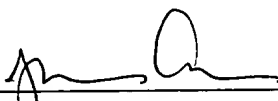
All of the remaining claims 22-35 depend from one of these independent claims, and it is respectfully submitted that these claims are also in condition for allowance for at least the same reasons.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 1/6/05

By:   
Thomas R. Arno  
Registration No. 40,490  
Attorney of Record  
Customer No. 20,995  
(619) 235-8550

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